

# **Specialized Nutrition Market Size, Share & Trends Analysis Report By Ingredient (Protein & Amino Acids, Vitamins, Minerals, Fibers & Specialty Carbohydrates, Omega Fatty Acids), By Application, By Region, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

This report can be delivered to the clients within 3 Business Days

### **Specialized Nutrition Market Growth & Trends**

The global specialized nutrition market size is expected to reach USD 154.21 billion by 2030, growing at a CAGR of 7.2% from 2025 to 2030, according to a new report by Grand View Research, Inc. Increasing awareness about health and wellness has driven demand for specialized nutrition products. Consumers are becoming more informed about the benefits of customized nutrition for enhancing overall performance and managing age-related health issues. Furthermore, a shift towards preventive health measures has led to greater interest in nutrition that supports specific health needs, such as enhanced athletic performance or managing chronic conditions in the elderly. These trends are expected to drive the market growth.

An increase in the number of ready-to-consume specialized nutrition products available in the market, such as protein bars, meal replacement shakes, and snackable supplements, is expected to drive the market during the forecast period. Furthermore, there is a growing variety of products available, catering to different dietary preferences and requirements, including plant-based, gluten-free, and allergen-free options, thus further expected to augment the growth and demand for the specialized nutrition during the forecast period.

The market for specialized nutrition, encompassing sports and elderly foods, has emerged as a significant segment of the food industry. Sports nutrition, targeted towards athletes and fitness enthusiasts, provides tailored dietary solutions to enhance performance, recovery, and overall well-being. This market segment includes products such as protein powders, sports drinks, energy bars, and supplements that meet the specific nutritional demands of individuals engaged in strenuous physical activity. The increasing popularity of fitness and sports participation drives the growth of the sports nutrition market, as consumers seek specialized products to support their active lifestyles.

On the other hand, elderly foods cater to the unique nutritional requirements of older adults. As individuals age, their dietary needs change, often requiring specialized products that address age-related physiological and metabolic shifts. Elderly foods typically focus on providing essential nutrients, enhancing cognitive function, and supporting bone health. They include products such as fortified foods, nutrient-dense beverages, and supplements designed to address the specific nutritional concerns of seniors. The aging population and growing life expectancies contribute to the increasing demand for elderly foods, making this segment an important area of focus for food manufacturers.

### Specialized Nutrition Market Report Highlights

The prebiotics & probiotics ingredient segment is expected to grow at a CAGR of 9.0% from 2025 to 2030. Scientific studies have highlighted the benefits of prebiotics and probiotics in managing digestive disorders, improving gut health, overall immune function, and supporting mental health.

The application of specialized nutrition in sports is expected to grow at a CAGR of 8.4% from 2025 to 2030. The growing trend towards fitness and active lifestyles has driven increased demand for sports nutrition products. As more people engage in regular physical activity, there is a heightened need for nutrition that supports performance and recovery.

The U.S. market for specialized nutrition is projected to grow at a CAGR of 5.7% from 2025 to 2030. The market is witnessing significant growth due to increasing consumer interest in customized dietary solutions to address specific health

concerns, such as diabetes, obesity, and aging-related issues. Growing awareness about the benefits of functional foods and supplements is driving demand, particularly among older adults and health-conscious millennials.

The specialized nutrition industry in Europe is projected to grow at a CAGR of 7.0% from 2025 to 2030. The Europe market is experiencing steady growth, driven by increasing consumer awareness of health and wellness, alongside rising demand for personalized and functional nutrition products.

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